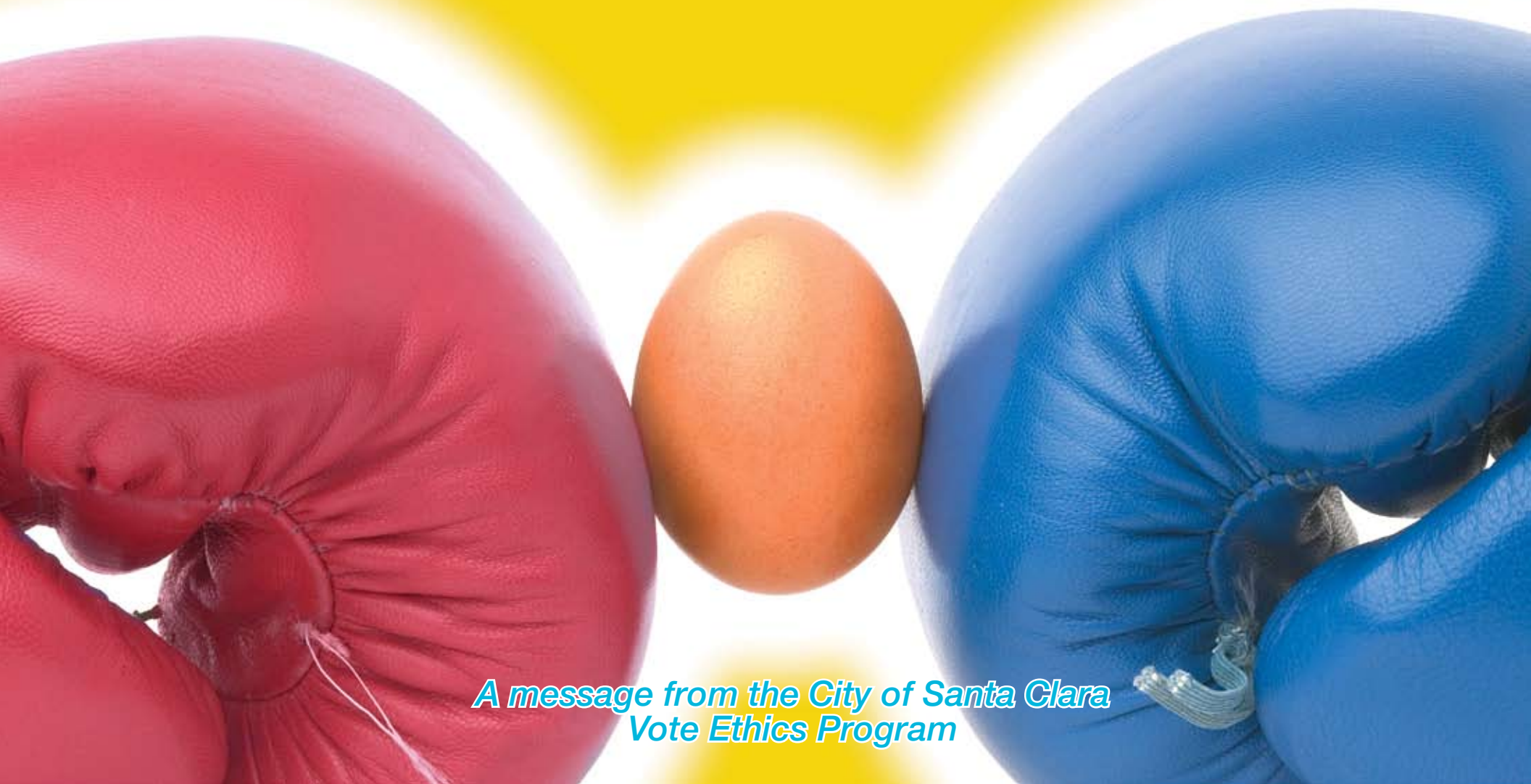


When **candidates** battle it out  
**ethics** can get scrambled



*A message from the City of Santa Clara  
Vote Ethics Program*



## ***Demand a fair fight***

A survey of Santa Clara residents concluded that voters know how they want candidates to behave – honestly, fairly, focused on the issues, and accountable for their actions.

Ethical candidates fight hard, but they fight fair. They double check their facts, especially about their opponents. They don't spread rumors or provide half truths. They don't misrepresent themselves or their opponents. And if they benefit from the unethical conduct of an independent group, they repudiate that support and take action to show they mean it.

### **Voters want candidates who ...**

- Tell the truth
- Treat their opponents with respect

- Are clear about their views and record
- Are candid about who supports them

### **Voters do NOT want candidates who ...**

- Overstate, fabricate, or evade the truth
- Make personal attacks
- Blame someone else for their mistakes
- Take credit undeservedly

**Caution:** Pay scrupulous attention to last-minute mailers that arrive immediately before Election Day to make sure they are not making unsubstantiated negative charges about a candidate or issue. **Don't forget to watch The Final Word Candidates Forum** on Monday, Nov. 6, 7 p.m. in the Council Chambers, 1500 Warburton. It will be televised on Cable Channel 15.



**City of Santa Clara  
Ethics & Values Program  
[www.voteethics.org](http://www.voteethics.org)  
408-615-2210**



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